

PRINCIPLES USED IN WALL DÉCOR

by: Picture It Framed

The ability to transform a wall area is about knowing how to apply design principles. Good use of these principles will help you express yourself with the wall space you have available.

Basic Design Principles

Basic principles are used every day by designers. Often we can walk into a room, and notice that something feels off. The careful study and understanding of balance, scale, proportion, rhythm and emphasis is what frame designers use. It is not about taste or personality that creates good design. It is the appropriate application of design principles.

Balance

This is the most important element to achieve when creating. For interiors, balance takes into account the physical and/or psychological weight of an object. Balance is important in all facets of room design, from the physical architecture to the furnishings, materials selected, and accessorizing.

- Formal or symmetrical balance - This is very traditional and quiet, with a center focal point. One side is the mirror image of the other. An example would be a pair of pictures hung side by side.
- Informal or asymmetrical - This is more active but also more subtle. The focal point may not be in the middle. A larger picture hung with two smaller frames to balance on the other side.
- Radial - All elements radiate around, toward or from a focal point. There is a lot of repetition in form and color. Wall groupings are an example.

Scale and Proportion

Both of these relate to the size and shape of an object.

- Scale deals with the absolute size when compared to other objects or spaces.
- Proportion is relative describing the ratio of one part to another.

Rhythm

- How objects relate to one another develops rhythm. Rhythm creates interest. Repetition and contrast are key elements to use. An example of this would be a room that is mostly one color (monochromatic) and feels very harmonious and comfortable. The mix of textures (contrast) combined with the repetition of color provides rhythm.

Emphasis

- Certain areas or elements need to be dominant or emphasized. Variety will keep an area from being monotonous and dull.
- Every element has an order of importance.
- You will achieve this through balancing color, placement and proportion of items and materials you select.
- Contrasting color is one way to add emphasis to an element. To make a beautiful antique carved picture frame in a deep walnut color the focal point, you would want to use a surrounding wall color that would show this off. You wouldn't want to use a color in a similar hue or saturation because the picture would blend into the wall and would become its equal.

These design principles are applicable in every situation regardless of home style. As you may notice none of these have anything to do with taste or money. Good design is the clever use and application of these design basics and can be achieved by anyone.

Picture It Framed is located at 3047 Dundas St. West (1/2 block west of High Park Ave.). 416-762-1221